



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: Robert M. Brody, et al.

Serial Number: 09/737,459

Art Unit: 2163

Filed: December 14, 2000

Examiner:

Title: SYSTEMS AND METHODS FOR PROVIDING CONSUMERS  
ANONYMOUS PRE-APPROVED OFFERS FROM A CONSUMER-  
SELECTED GROUP OF MERCHANTS

Attorney Docket No.: 40125/280021

**POWER OF ATTORNEY BY ASSIGNEE AND REVOCATION OF PRIOR POWERS**

Sir:

The undersigned, as authorized representative of EQUIFAX, INC., certifies that EQUIFAX, INC. is the owner of the above-identified patent application pursuant to an assignment to be recorded in the U.S. Patent and Trademark Office, a copy of which is attached. The undersigned has reviewed all the documents in the chain of title of the patent application and, to the best of undersigned's knowledge and belief, title is in the assignee identified above. The undersigned (whose title is supplied below) further certifies that he is empowered to act on behalf of EQUIFAX, INC.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the patent application.

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#5/ma  
S. Ellis  
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U.S. Serial No. 09/737,459  
Filed: December 14, 2000  
Power of Attorney by Assignee  
and Revocation of Prior Powers

As owner of the above-identified patent application, all powers of attorney previously given are hereby revoked and the following Kilpatrick Stockton LLP attorneys and agent are hereby appointed to prosecute and transact all business in the U.S. Patent and Trademark Office connected therewith:

FIRM NAME: KILPATRICK STOCKTON LLP, 1100 Peachtree Street, Suite 2800, Atlanta, Georgia 30309-4530

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Samuel B. Rollins	52,180
David E. Wigley	52,362
Catherine E. Fienning	54,095
J. Clinton Wimbish	54,545
Bret T. Winterle	54,546
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U.S. Serial No. 09/737,459  
Filed: December 14, 2000  
Power of Attorney by Assignee  
and Revocation of Prior Powers

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Date:

3/4/04

EQUIFAX, INC

By:



Name:

Shawn R. Holtzclaw

Title:

VP and Corporation Technology Counsel

ASSIGNMENT

WHEREAS, PRIVISTA, INC. (hereinafter "PRIVISTA"), having a place of business at 11 East 26<sup>th</sup> Street, 15<sup>th</sup> Floor, New York, New York 10010, has acquired rights in U.S. Provisional Application No. 60/170,960 filed in the U.S. Patent and Trademark Office and to U.S. Patent Application Serial No. 09/737,459 filed on December 14, 2000 entitled "*Systems and Methods for Providing Consumers Anonymous Pre-Approved Offers From a Consumer-Selected Group of Merchants*" by virtue of an assignment recorded in the U.S. Patent and Trademark Office on April 23, 2001 at Reel 011759, Frame 0664; and in U.S. Provisional Application No. 60/186,166 filed in the U.S. Patent and Trademark Office and to U.S. Patent Application Serial No. 09/796,719 filed on February 28, 2001 entitled "*Systems and Methods Enabling Anonymous Credit Transactions*" by virtue of an assignment recorded in the U.S. Patent and Trademark Office on July 17, 2000 at Reel 010969, Frame 0582; and

WHEREAS, Equifax, Inc. (hereinafter "EQUIFAX"), a corporation of Georgia having its principal place of business at 1550 Peachtree Street, N.W., Atlanta, Georgia 30309, desires to purchase same;

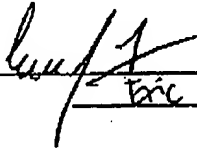
NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration paid by EQUIFAX, the receipt and sufficiency of which are hereby acknowledged, PRIVISTA has sold, assigned, transferred and conveyed and by these presents does hereby sell, assign, transfer and convey unto EQUIFAX, in and for the United States, its territories and foreign countries, the entire right, title and interest in and to said provisional and utility applications, in and to the inventions therein set forth and in and to any patents which may issue on said utility applications or any reissues, renewals, divisionals, or continuations thereof.

U.S. Serial No. 09/737,459  
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ASSIGNMENT

PRIVISTA and its successors and assigns further agree to execute all applications, amended specifications, deeds or other instruments, and to do all acts necessary or proper to secure the grant of patents in the United States, its territories and foreign countries.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this \_\_\_\_ day of \_\_\_\_\_, 2002.

PRIVISTA \_\_\_\_\_

By:   
Printed Name: Eric Gurner